IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Yuva! Simha LANDSCHAFT

Confirmation No.: 9282

Application No:

10/511,463 October 14, 2004 Group Art Unit: 1654

Filing Date:

Title: PLATFORM FOR TRANSDERMAL

Examiner: MOHAMED, Abdel A. Attorney Docket No.: 15872.212

FORMULATIONS (PTF)

POWER OF ATTORNEY, REVOCATION OF PRIOR POWERS AND CHANGE OF CORRESPONDENCE ADDRESS

Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir.

HOLDEN DEVELOPMENT LTD, is the Assignee of the above-captioned application pursuant to the Assignment recorded on October 14, 2004 at Reel 016204, Frame 0027

The undersigned is an Officer of the Company and is authorized to sign this submission on behalf of the Assignee.

In accordance with 37 C.F.R. § 3.73 Assignee hereby appoints as the attorneys of record and grants the sole power of attorney, with full power of substitution and revocation, for this application, and for all transactions with the U.S. Patent and Trademark Office in connection therewith, to Rodney J. Fuller (Reg. No. 46.714), Susan Stone Rosenfield (Reg. No. 36.287) and Matthew C. Seaton (Reg. No. 65.701)

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Respectfully submitted,

HOLDEN DEVELOPMENT LTD.

Dated: 17, FER , 2010

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